

**UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
PATENT EXAMINATION BRANCH**

In re Application of:)	Examiner: Sheleheda, James R.
Isaac BENTOLILA <i>et al.</i>)	
)	Group Art Unit: 2424
For: SYSTEM AND METHOD FOR)	
BEHAVIORAL MODEL CLUSTERING IN)	Confirmation No.: 7739
TELEVISION USAGE, TARGETED)	
CLUSTERING, AND PREFERENCE)	Reply to Final Office Action
ADVERTISING VIA MODEL)	Dated June 4, 2009
PROGRAMMING BASED ON)	
BEHAVIORAL MODEL CLUSTERS)	
)	
Application No.: 10/043,698)	
)	
Filed: January 9, 2002)	

REPLY TO FINAL OFFICE ACTION DATED JUNE 4, 2009

MS RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Applicant hereby replies to the Final Office Action dated June 4, 2009, in the above-referenced patent application. Attached hereto are the following additional documents, if any: Request for Continued Examination. Reexamination, reconsideration and allowance of the rejected claims are respectfully requested in view of the following amendments and remarks. No new matter has been added. If necessary, the Commissioner is hereby authorized in this reply, to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly, extension of time fees.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 10 of this paper.